



## **Second Conference of the World Banana**

### **Forum** *Working together for sustainable banana production and trade*

28-29 February, 2012

Hotel Ramada  
Guayaquil- Ecuador

### **Final Report**

#### **Introduction**

*The Second Conference of the World Banana Forum (WBF) was hosted in Guayaquil, Ecuador on February 28 and 29, 2012. Some 200 participants from Africa, Latin America, Asia, the Caribbean, the U.S. and Europe gathered in Guayaquil to discuss the WBF's ongoing work and plan concrete actions aiming for a more sustainable banana industry to achieve improvements for all. The event gathered representatives of producer and exporter associations, the largest fruit multinationals worldwide, labor unions, supermarkets, researchers, NGOs and other civil society organizations as well as representatives from banana producing and exporting countries. An Organizing Committee was created to organize the Conference together with the Secretariat of the WBF (Trade and Markets Division of the Food and Agriculture Organization of the United Nations, FAO).*

*Three important activities preceded the Second Conference of the FMB: the fourth meeting of the WBF's Steering Committee (February, 27, 2012), the first global meeting of women working in the banana sector (convened by the WBF's Working Group on Labour Rights, February 24-26, 2012) and guided visits to banana plantations (February 24-25, 2012).*

*The discussions and presentations of the Second Conference of the WBF were translated simultaneously in the Forum's three official languages: Spanish, English and French.*

## **I. Summary of day one (Tuesday, February 28)**

### ***MORNING SESSION AT THE PLENARY HALL***

#### **1. Welcome Speech**

The Minister in charge of Agriculture of Ecuador, Mr. **Santiago Leon** greeted and welcomed participants on behalf of the President of Ecuador and the Ministry of Agriculture. Mr. Leon expressed encouraging words on the WBF's innovative multi-stakeholder approach emphasizing the common goals that both the WBF and the Government of Ecuador pursue. He then confirmed the Ecuadorian Government's support to this initiative mentioning the important role of banana production and trade in Ecuador's national economy, which represents more than 2 billion dollars annually and employs more than three million people (figures from Ecuador, 2011). Finally, Mr. Leon stressed the need for regulating the sector's economy, supporting small-scale producers (approximately 50% of Ecuador's production), establishing dialogue with the private sector and protecting the environment.

Mr. **Alan Gonzalez**, FAO Representative in Ecuador gave a warm welcoming speech. He started by thanking the Ecuadorian Government for providing the event's facilities, as well as Bama, Chiquita and Dole, the event's sponsors. Mr. Gonzales spoke about one of FAO's missions, and emphasized the importance of strengthening the agricultural sector alongside food security in developing countries. He then outlined the positive developments that can be seen since the creation of the Forum. Its attractiveness lies in that it is an open tool aiming to reach practical solutions for the sector's stakeholders. Finally, Mr. Gonzalez stressed the continuing need of supporting the WBF, as its future relies directly on the work and resources of the participants themselves.

Ms. **Patricia Bresciani** welcomed participants on behalf of banana companies and expressed satisfaction that the Conference was held in a banana producing and exporting country. Bresciani briefly reviewed the initial environmental, economic and social challenges identified during the First Conference of the WBF (Rome, 7-8 December 2009). She explained the three working groups commissioned to tackle the aforementioned challenges, of which obtained results were to be shared later in the event. With a nod to the work in the promotion of gender equality, Ms. Bresciani congratulated Ms. Iris Munguia for being the first elected woman for the coordination of the Latin American banana union, COLSIBA.

Finally, Ms. **Iris Munguia**, COLSIBA and Mr. **Alistair Smith** of Banana Link, took the podium on behalf of civil society organizations. Munguia stated that this was a historic event mainly because of the participants represented and because the first global meeting of women in the banana sector was held in Guayaquil to address labor issues. Present challenges to overcome include a joint WBF campaign to promote the ratification of Convention 184 of the International Labour Organization (ILO) on safety and health in agriculture. Ms. Munguia and Mr. Smith listed some goals for the future: to create a protocol for the reduction of pesticide use and the sound management of chemicals, to

increase the number of women employed in farms for greater economic impact, and to develop a joint program for the benefit of businesses and communities. They concluded suggesting topics of interest for the next biennium: implementation of living wages, fair prices along the value chain and the establishment of a South-South program to strengthen the orientation capacity of small producers in the international market. They urged participants to be innovative and strengthen the dialogue between all stakeholders to achieve concrete results.

## **2. A sustainable future for the banana sector: what the WBF does to support the sector at a global scale.**

Mr. **Pascal Liu**, WBF Project Coordinator at FAO's Trade and Markets Division (EST) explained the work on bananas FAO has been carrying out for decades. Mr. Liu referred to FAO's participation during the First International Banana Conference (1998) and the Second International Banana Conference (2005). He then explained the MSF project (multi-stakeholder forum for sustainable production and trade of bananas), which led to the establishment of the World Banana Forum during the MSF conference in Rome in 2009. Since then, EST has supported the efforts of the stakeholders in building this global multi-stakeholder platform by providing valuable resources from the Division's regular program which ensures continuity to the initiative. Mr. Liu pointed out that the Forum is a space for continuous collaboration. He then explained the Forum's general structure. Mr. **Victor Lopez**, on behalf of the Secretariat of the WBF, explained that the Secretariat's role is to provide neutral facilitation to its stakeholders. Giving a general overview of the WBF, he also provided detail on how the Forum functions specifically on the division of tasks and funding. Mr. Lopez's presentation, which includes a description of the general objectives of the forum, its work areas, current activities and expected results, is available online (<http://www.slideshare.net/FAOwbf>).

## **3. Working Group Presentations**

After the welcoming speeches and introductory presentations, representatives of each of the three WBF working groups presented a summary of activities over the past two years. They outlined the issues currently being addressed and explained some of the results obtained.

### **3.1 Sustainable production and environmental performance: a win-win situation**

*Prepared by the Working Group on Sustainable Production Systems and Environmental Impact (WG01)*

The WG01 coordinators introduced the members of the group. Next, they provided detail on the work schedule followed since 2010. They distributed a document summarizing the most relevant and most up to date activities (see WBF-F2-12-5e).

The coordinators agreed on a definition of "sustainable" production and trade. which is stated below:

*The sustainable production and trade of bananas...*

- *is conducted respecting the environment, avoiding harmful environmental impacts, and preserving natural resources;*
- *takes place respecting human rights, in particular labour rights, ensuring decent employment conditions, facilitating constructive working relationships with local communities and with society at large;*
- *is viable from an economic and productive standpoint, generates enough income for employers and producers, as well as fair returns to all stakeholders in the production and supply chain.*

WG01 listed the following objectives:

- *Contribute to a better understanding of the main challenges related to sustainable banana production;*
- *Develop a work plan that will lead to improved sustainability in banana production..*
- *Reach an agreement regarding emergencies and how to solve them..*
- *Differentiation by regions and scales of production is possible if necessary.*

The Coordinators explained the main activities carried out during 2010 and 2011:

- *Three meetings in Europe, and one in Ecuador;*
- *Drafted a definition on "sustainable production systems."*
- *Assessed priorities on sustainability issues.*
- *Proposed a virtual library on good practices (Hosted on Bioversity's website/Promusa).*
- *Reviewed method and results on carbon footprint study carried out by CIRAD.*
- *Survey on good practices and GHG emissions reduction (to be developed).*
- *Discussed project on pesticides and agrochemicals with inputs by COLSIBA.*
- *Exchange of relevant information on the WBF with other working groups and external sources.*
- *Establishment of a working group on pesticides (social and environmental impact).*

Ongoing and planned activities for 2013:

- *To define sustainable production and trade: revision and improvements.*
- *Good practices library: to be implemented in 2012 and expanded in 2013.*
- *Carbon footprint analysis and banana life-cycle study: revision of study in 2012; best practices in carbon emissions savings: 2012-2013.*
- *Project on pesticides: definition of protocol and technical support, identification of opportunities for funding.*

During the open debate phase, discussion focused on the need for harmonizing standards; however this seems to go beyond WG01's work scope. The WG01's main reference documents can be found in their webpage (<http://bit.ly/KkVtwl>).

### **3.2 Global wages and basic food basket of the banana industry**

#### ***Prepared by the Working Group on Distribution of value along the chain (WG02)***

Like the other working group, the coordinators of WG02 introduced the group's members and work plan. For more information see document: WBF-F2-12-6e.

WG02 presented the following list of objectives:

- *to identify key stakeholders in all stages of the supply chain;*
- *to agree a typology of the sector's different supply chains globally;*
- *to prioritize what information is needed to attain a fairer value chain (e.g. labour costs, FOB, CIF and market prices);*
- *to map distribution of value along key supply chains (a representative selection of origins and markets);*
- *to evaluate prices and costs throughout the value chain;*
- *to agree on practical methodology to calculate decent wages at plantation/farm level;*
- *to pilot this methodology in at least two countries;*
- *to explore the feasibility of various approaches to the redistribution of value in the chain;*
- *to exchange relevant information with other WGs of the WBF and externally.*

In 2010 and 2011 four work areas were addressed through the following activities:

- *Analysis of value chain distribution using 3 examples.*
- *A global survey (8 countries) on decent wage indicators to develop recommendations on "wage scales."*
- *Research on current wages and benefits in two countries (Ecuador and Colombia).*
- *Study on global market trends related to the transportation revolution of bananas.*

Lastly, on-going activities were explained as follows:

- *Organize debates at national level with banana stakeholder representatives (companies, workers, governments) to adapt and validate proposed wage scales.*
- *Extend wage indicator study to include other key exporting countries.*
- *Use Ecuador and Colombia project methodology to obtain data on wages and benefits for other countries.*
- *Discussion on value chain study findings and relevance to the WBF.*
- *Collaboration with WG03 (labour rights) for effective collective negotiation.*

The WG02 coordinators presented a study on wage ladders in Ecuador commissioned to ERGON consultancy. The study was carried out by MBA students from INCAE business school who did a presentation about an interesting field study and analysis. These and other relevant documents are available on WG02's webpage (<http://bit.ly/KkUZGO>).

### **3.3 Labour rights and other social issues**

#### ***Prepared by the Working Group on Labour Rights (WG03)***

WG03 provided a summary of developments, activities and proposals. The following are their main objectives:

*To establish a platform for social dialogue that enables all stakeholders within the banana sector to share experiences, concerns and best practices concerning freedom of association and collective bargaining, discrimination and occupational health and safety, as well as developing and implementing effective and collaborative actions, campaigns and projects around these three core work areas.*

The group went over their main activities during the last two years; one of them is a *Diagnosis on the situation of labour rights in the banana industry*. The study collected first hand information in 25 banana producing countries on freedom of association and collective bargaining, discrimination and occupational health and safety. The objective was to identify issues, but more importantly to gather best practices and propose solutions.

WG03 outlined a specific set of proposals regarding *freedom of association and collective bargaining*. The criteria followed involve the availability of information for workers and the creation of opportunities for dialogue between unions and companies. The first step is in identifying successful cases for promotion and dissemination.

Regarding *occupational health and safety*, WG03 expressed concern that banana producing countries have not yet ratified both ILO Conventions No 184 and 187 on Occupational Health in agriculture. This suggests a lack of instruments available to enable and strengthen tripartite dialogue to establish better policies. The implementation of national legislation on Occupational Health and Labor Risks remains highly dependent on the work of national authorities. The suggestion is that the Forum supports an International Campaign for the Ratification of Banana Producing Countries on the ILO Convention No. 184 on Safety and Health in Agriculture (two year term).

In regards to gender discrimination, the conclusion is that the main problem lies in the available corporate compliance documents and mechanisms. These do not cover, or at least not to a large extent, the eradication of discriminatory practices in work environments in the banana sector. Some of the proposals are the following: motivate employers in banana production, retailers and others to continue the discussion on discrimination at work; encourage the involvement of the organized trade unions in Africa and Asia; promote the adoption of corporate commitments already in place; and organize multi-stakeholder meetings in the main producing regions in order to design a strategy of national and/or regional social dialogue on how to address discrimination by gender, age and country of origin.

All WG03 key documents are available in the Forum’s website (<http://bit.ly/xPPgby>). Finally, WG03 expressed the need for having other actors in the sector involved in the Group; mainly company representatives, certification standards representatives and supermarkets.

### **WORKING GROUP AFTERNOON SESSION**

#### **4. Discussion on thematic work areas, main issues and proposal of activities: working group meetings**

For this activity the facilitation group assigned separate rooms to each working group with simultaneous interpretation services.

Balance was kept in the extent that it was possible as for the number of participants and professional activity.

<p><b>Group 1</b>  <b>Production Systems and Environmental Impact</b></p>
<p><b>Subject: Carbon footprint analysis in banana production</b></p>
<p><b>Considerations:</b></p> <ul style="list-style-type: none"> <li>- Carbon footprint is involved in the entire production and distribution cycle.</li> <li>- Up to four types of carbon footprints can be compared, mainly based on differences in scope and distinguishing. Similar key points are on transportation, fertilization and carbon production.</li> <li>- Carbon is not the sole element that triggers impact; however research had focused on this element since it is the most relevant.</li> <li>- Transport related activities account for the highest carbon impact.</li> </ul> <p><b>Proposals:</b></p> <ul style="list-style-type: none"> <li>- It is necessary to define who will lead the carbon footprint study (consumers, distributors, internal company tool) in order to communicate adequately and take corrective measures for the benefit of the impacted parts.</li> <li>- Identify best practices for emissions reduction in production related activities (i.e. use of nitrogen-fixing plants in banana plantations which improves soil structure and reduces fertilizer use).</li> <li>- Promote joint actions: involve all participants in production and distribution chain.</li> <li>- Promote a culture of diffusion and adoption of best practices reaching small farmers.</li> <li>- It is important to concentrate on water footprint in the upcoming years, it is necessary to begin addressing this issue.</li> </ul>
<p><b>Subject: Pesticides</b></p>
<p><b>Considerations:</b></p> <ul style="list-style-type: none"> <li>- We must part from existing restricted pesticide lists. For example, those managing supermarkets and certifiers. The question on how to handle licenses is still up in the air.</li> <li>- In a risk analysis we must consider the following: which regions are critical, which products are critical either nematicides and traditional herbicides, and how to manage a combination of pesticides.</li> <li>- Currently there are two main methods of production: conventional and organic. The latter, is affected my limitations in technologies (lack of satisfactory organic ingredients) as well as</li> </ul>

collateral contamination (i.e. poorly executed aerial spraying).

- The situation is different depending on the production area (EU/USA – Developing countries).
- The objective is in reducing harmful effects to the maximum by using products and alternative systems.
- 

**Proposals:**

- Draw up of a joint FAO and WHO protocol on pesticide use in banana production for the protection of human and environmental health, and better use of these products.
- On-going training for workers and technicians on risks, best practices and technical information on allowed fumigation products.
- Develop a blacklist on pesticides managed by the WBF
- Take action and establish a scientific committee to carry out research with a support person following up on developments.
- Induction and dissemination of new organic production techniques.
- Seek financial support not only from companies, as well as governments, universities and other institutions.

**Group 2  
Value Chain**

**Subject: Defining “decent/living wages”**

WG02 explained the methodology adopted for the study in 2010: special treatment was given to each country. Differences were evaluated using data official national statistics per country. The explanation on the calculation of wages must include the following necessary steps:

- Compare poverty lines and basic needs based on net income instead of gross income.
- Establish monthly income for comparison based on a full-time job according to national legislation.
- State apportionment of all mandatory extraordinary payments as well as additional non-salary related responsibilities. Specifically the thirteenth and fourteenth salary.
- Include in kind cash value benefits.

The Group explained that wages provide home support not only to individuals but serve to establish domestic needs. Since households can have more than one recipient, the proposal is to divide the total average household for the number of recipients. For the evaluations data from the latest national survey can be used. The variables considered are: average size and number of rural beneficiaries only (neither urban nor regional are considered) involved in banana production. Each household member is considered as a unit of consumption mainly when calculating the household budget.

**Subject: Wage ladder**

**Considerations:**

- The wage ladder is a tool to analyze and evaluate current wages compared with indicators of poverty and living costs.
- There are two types of indicators:  
*Normative:* refers to the legal part i.e. minimum wage in a country.  
*Economic:* refers to empirical part i.e. absolute and relative poverty levels and vital wage basket.
- It is important to consider all types of salaries (salaries and benefits) a worker receives for the establishment of wage ladders. Subtract taxes to this subtotal to obtain net salary.

- It is also important to know average number of persons in a household working fulltime and receiving a salary. Public sector statistics showing the average number of people in a household receiving a salary in the banana sector are inaccurate. Stricter control measures must be established to show more precise statistics.
- Assumptions are made so that each country expert involved adjusts and perfects information.
- The wage ladder is a tool to analyze and evaluate current salaries, the minimum vital salary and wage basket.
- Some economic studies demonstrate that informal workers have greater weekly income than those with formal contracts.
- There is more interest in hiring informal workers since they work more days and hours.
- The final objective of this study is to reach fairer distribution of earnings throughout the banana supply chain.

**Proposals:**

- Carry out research through random sampling to attain a real scenario of the situation in each country.  
Develop a questionnaire on real earnings in the banana sector looking for ways to minimize difficulty on currency differences and internal policies in each country.
- Offer greater openness on behalf of the companies to obtain sufficient reliable information for the presentation of concrete data reflecting reality in order to take appropriate action.
- Promote social inclusion and affiliate workers under governing law.
- Request support to political representatives in each country so that banana sector gains access to all research undertaken.
- To assign a delegate or representative of each country to maintain contact, exchange information and monitor on compliance of proposals.
- Ultimate goal is to reach a fair distribution applying proposed methodology by INCAE.

**Group 3  
Labour Rights**

**Subject: Freedom of association, discrimination and occupational health**

**Opinion**

- Establish dialogue on Convention 184 to promote tripartite agreement for national and health work policies.
- It is important to differentiate concept between a union and freedom of association.
- In most countries companies prohibit unions, however solidarity associations are allowed.
- Experience of important companies shows that unions benefit the employer as well as the employee. This important relationship is reflected not only in favourable work environments but also productivity increments.
- Many companies reject the formation of unions because it requires them to offer workers fair working conditions and above all to fulfill the duties imposed by the law.
- Discrimination and sexual harassment is still a problem affecting the banana sector mainly Latin America and Africa.
- The “Green Jobs” theme was introduced consisting of implementing sustainable systems where labour rights are respected mainly preserving health and a positive environment for workers.

**Proposals:**

- Regular training for prevention in occupational health and safety.
- Engaging certifiers to assess farms adequately and not issuing certification to those who don't comply with labour laws.
- Expand business delegations so that more companies participate in the plenary.

- Encourage consumer presence to these events since they are key players in the value chain.
- Include workers in the discussions among companies and producers.
- Take actions to eradicate child labour.
- Hold regular meetings of women banana workers.
- Strengthen partnerships among supermarkets and consumers.
- Diffuse best practices in occupational health and safety.
- Implement labour laws issued by governments.
- Respect freedom of association and collective agreements.
- Promote specific programs for women.

Establish a support committee that is responsible of managing gender equity issues.

## II. Summary of day two (Wednesday, February 29)

### **WORKING GROUP MORNING SESSION**

The participants met again for the morning session at the plenary hall. A representative from each group presented the findings, conclusions and proposals discussed on the previous day during the working group sessions. The purpose was to share findings and reach general consensus.

After the presentations, the working groups met again in their respective rooms to complete the planned work. The tables below are a summary of the discussions. The suggestion is to read the memoir of each working group. These documents can be requested from the Secretariat through the usual channels.

<b>Group 1</b> <b>Sustainable production systems and Environmental impact</b>
<b>Subject: Pesticides</b>
<b>Comments:</b> <ul style="list-style-type: none"><li>- During the morning participants continued sharing experiences and presenting proposals for the suitable use of pesticides.</li><li>- Positive responses can be obtained using non-conventional practices with technical support.</li></ul>
<b>Subject: Virtual library</b>
<b>Comments:</b> <ul style="list-style-type: none"><li>- The virtual library is a tool that keeps stakeholders in the banana sector informed.</li><li>- The library will include definitions of technical terminology. An open online forum to discuss important points on production and implementation of best practices will be available.</li><li>- The possibility of including topics on occupational health and safety was suggested.</li></ul>

<b>Group 2</b> <b>Value Chain</b>
<b>Study on current salaries in Ecuador</b>
<b>Description of study and comments:</b> <p>A group of students from INCAE were commissioned by WG02 to research on current salaries in the Ecuadorian banana sector using official data and field visits. The students collected information on workers and managers. The study yielded the following results:</p> <ul style="list-style-type: none"><li>- Informal workers have higher income throughout the week than formal workers because they work more days and hours a week. In contrast, formal workers receive better remuneration and work less days and hours per week. Their income is lower because they work less in total.</li><li>- One limitation was that places were evaluated with a broad spectrum and some farms are very small therefore work is proposed to collect information within these farms.</li><li>- Another proposal is to promote social inclusion so that workers become affiliated.</li><li>- INCAE representatives asked for more support to political representatives in the countries of study so that the banana sector obtains more information about the project.</li><li>- The study should take into account the estates in the province of Los Ríos. The purpose is to obtain an aggregate sample of activities such as: wages, living conditions, family responsibilities and number of people that generate income within a family to reduce the gap between wages and consumer basket.</li><li>- Concerning distribution companies in the sector should engage in fair trading activities.</li></ul>

<ul style="list-style-type: none"> <li>- Regarding the path to obtain decent salaries, the basic minimum wage should be raised by 60% so that consumer basket is considered (so that only one person works per household).</li> <li>- Alternatively, families could incentivize unemployed wives to engage in the following activities: produce aprons and artisan objects using the banana peel as raw material.</li> <li>- In Ecuador, 80% of wages do not cover expenses for basic needs. Money is spent for other activities rather than family matters.</li> <li>- The cost of life in Ecuador in comparison to other countries like Colombia and Costa Rica is different. Not only because of the different types of currencies. Different habits and consumption patterns play an important role. It is important to mention that Ecuador suffers from labor shortages and high rates of poverty not directly related to the commercial activities in the banana sector.</li> </ul> <p><b>Other comments from participants:</b></p> <ul style="list-style-type: none"> <li>- Data is insufficient therefore sample is not representative. Suggestion is to assign a responsible individual that can act as intermediary among producers (farm owners) and NGO's.</li> <li>- It is recommended to carry out studies in farms individually.</li> <li>- It is recommended to assign someone to be responsible for the study in each country so that they ensure that accurate data is easily accessible.</li> <li>- Upon setting banana price, food security must be taken into account.</li> </ul>
<p><b>Suggestions:</b></p> <p>By INCAE:</p> <ul style="list-style-type: none"> <li>- It is recommended paying decent salaries without sacrificing producers or middlemen.</li> <li>- There should be fair distribution and modification of prices as bananas are very cheap.</li> <li>- A great part of the money obtained during commercial activities stays in super markets. The sector needs regulation. Producers should pay workers a percentage of earnings and establish how much money should be generated through the commercialization of bananas in each step of the chain (from the extraction of the resource to commercialization in markets).</li> <li>- Production should be controlled and the value chain should be clearly defined.</li> </ul>

<p><b>Group 3</b> <b>Labour rights</b></p> <p><b>Proposals, priorities and workplan</b></p>
<p><b>General proposals</b></p> <ul style="list-style-type: none"> <li>▪ Develop a global concept of decent work.</li> <li>▪ Create tables of dialogue and action networks on labour rights and sharing positive processes and denouncing the negative ones. Diffusion of results to other countries.</li> </ul>
<p><b>Freedom of association and collective bargaining</b></p> <ul style="list-style-type: none"> <li>▪ Continue insisting that governments, companies and consumers get involved in the work of working group 03.</li> <li>▪ Invite certifiers for discussion on what is understood by labour rights compliance.</li> <li>▪ Emphasize on training and discussion among employers and workers using experts and mediators.</li> <li>▪ Share of experiences with FLO WRAC (Assessing Committee on Labour Rights)</li> <li>▪ Bring certifiers to a roundtable session to discuss how to improve evaluation criteria during audition processes.</li> <li>▪ Develop an ideal protocol on freedom of association and collective bargaining from the perspective of unions (with communication and inputs of other players). Include recommendations on the criteria of processes during auditions to set 'benchmarks' for certifiers, companies and supermarkets. Initiate an identification system to recognize players taking measures to meet benchmark.</li> </ul>
<p><b>Occupational health and safety</b></p> <ul style="list-style-type: none"> <li>▪ An international campaign for ratification of banana producer countries of ILO Convention No. 184 on Safety and Health in Agriculture (2001). To develop during the next two years with</li> </ul>

ILO's support, mainly on ratification procedures with signatory States within the organization. UITA has taken the initiative to support this convention, giving priority to gender issues.

- National and international networks supporting this campaign will disseminate experiences on best practices in training on occupational health and safety between companies and unions.
- Expand campaign to Convention No. 187.
- Work with WG01 on the impact of pesticides on workers health.

#### **Discrimination**

- Support and promote proposals developed during the Global Women's Meeting.
- Share experiences and best practices among companies using the work of the Tripartite Women Committee-Chiquita, UITA, Colsiba.
- Exchange of experiences and educational materials among unions, producers, and companies on: family planning, HIV, professional diseases, sexual abuse prevention, discrimination and unión labour rights
- Create a common fund for training and professional development of women to share knowledge within their communities and work environment.

### ***AFTERNOON SESSION AT THE PLENARY HALL***

#### **5. Presentations and discussions**

There were several presentations in the afternoon followed by discussion sessions. The first one was on *the banana industry in Ecuador* which consisted of two parts: the first part was presented by Mr. **Alfonso Roggiero**, Zonal Coordination Adviser, and Ministry of Agriculture of Ecuador. The second part was presented by Mr. **Eduardo Ledesma**, Executive Director of the Association of Banana Exporters of Ecuador (AEBE). Mr. Roggiero exposed a comprehensive overview of Ecuador's banana industry providing various updated figures and described some of the strategies adopted by the Ministry of Agriculture. He spoke of the need to grow and control the adequate development of domestic markets, eradicate subsistence agriculture practices to make way to precision farming, continue monitoring the minimum selling prices and computerizing information.

Meanwhile, Mr. Ledesma, a man of extensive experience in the Ecuadorian banana sector, spoke on behalf of AEBE. Mr. Ledesma confirmed AEBE's will to become more engaged with the WBF (currently AEBE participates in WG02) and defended the peculiarities of Ecuadorian bananas. He highlighted the country's long tradition of production, the high number of independent producers, the technical improvements implemented and disseminated throughout the country, the long experience in export business contracts and, ultimately, the environment and climate that make Ecuadorian bananas unique and extremely competitive in the market.

Next, Mr. **Remi Tessier** briefly introduced the research carried out by Ms. **Pauline Feschet** from CIRAD who developed a model to assess *the banana life cycle (LCA)*. This study bases its findings on field work in banana plantations conducted by *Compagnie Fruitière* in Cameroon. Ms. Feschet's proposed methodology is highly innovative and requires a comprehensive framework for measuring the contribution of the LCA for country development among other things. There are currently no absolute empirical alternatives, therefore comparable indicators on a global scale need to be identified.

After the lunch break, Mr. **Omar Casarrubia** from the Colombian union Sintrainagro presented Colombia's experience on social dialogue using a video (available by writing to the Secretariat of the WBF). The documentary showed how successful situations build up. This resulted in a space for reflection and discussion. In addition, Mr. Casarrubia revitalized the participants at the plenary with *active breaks*, which are a series of physical exercises recommended for those who work long hours in mechanical activities.

**Mr. Magne Svartbekk**, Director of Corporate Social Responsibility of BAMA, a Norwegian importer and distributor, gave a presentation on trends in banana trade and distribution. He focused on BAMA's purchasing policy as well as the profit margins of the various stakeholders in the distribution chain. He also spoke about the workers' situation in occupational health and safety, explaining that mandatory and voluntary standards applicable in Europe were revised. He also reminded the important role the consumers play in demanding sustainable bananas (the consumer appreciates and requires more and more criteria of social ethics and environmental respect).

Presentations are available in the Conference webpage: <http://bit.ly/sGNeT2>

The Forum's Secretariat presented last. Mr. Victor Lopez showed the draft of the Charter of the WBF (document WBF-F2-12-9e) explaining that the document will be approved soon (the Steering Committee still has to define some texts). Mr. Lopez went over the structure and composition of each of the Working Groups, suggesting the urge to appoint a *main coordinator or facilitator* for each. The Secretariat could hire this person(s) if there is willingness on the part of the Groups and they are willing to provide economic support. Meanwhile, Pascal Liu explained the Forum's mixed funding scheme. He shared data demonstrating the urgent need for participants to continue funding the WBF in order to ensure continuity. Mr. Liu reviewed last year's expenses and outlined a budget scenario for the future. Finally, Mr. Liu invited for suggestions to propose a place where the Third Conference of the WBF could be hosted. There were no specific proposals. This subject matter shall be reviewed in due course.

## **6. Conclusions and closing session**

After another pause, the closing session initiated. Representatives of each working group presented the conclusions of the two conference days.

### **WG01 | Sustainable production:**

- Establishment of a scientific committee to work on future research with an expert monitoring the validity of data.
- Identify and reduce carbon footprint.
- Identify, share and apply best practices and disseminate them through on-going training for workers.
- Create a black list on pesticides.
- Take action on occupational health and safety and sustainable productions issues.
- Promotion of organic banana production.

## WG02 | Value Chain:

- Change current research so that it can be applied in each country and then carry out a comparative study.
- Existing gap between basic wages and family basket must be expressed in percentages not in absolute values.
- Carry out studies through field visits together with analysis of available statistical data.
- Seek support from local and national governments for new projects.
- Assign a delegate in each country for monitoring information on carried out activities.
- Obtain a fairer distribution applying methodologies used in research.

## WG03 | Labour rights:

- Promote commitment of different stakeholders for Labour Rights.
- Maintain communication to increase trust and strengthen Group.
- Assign a representative in each country for permanent communication.
- Continue using practical theory methodology.
- Incentivize producer participation in this working group.
- Maintain participation platform for women in Forum.
- Disseminate best practices on occupational health and safety.

The closing session continued with a round of proposals, and a discussion session. One participant expressed the need to incorporate scientific, technical and legal rigor in the Forum's results, particularly regarding agrochemical use. Agrochemical companies were invited to join the Forum, and the same would be expected from shipping companies and other relevant companies. It would be positive to increase the participation of large supermarkets and consumer organizations and to diminish the deficit of private sector representatives participating in Working Group 03. Another objective is to increase the number of participants from Africa and Asia. Lastly, the working group aims to get international organizations to hear about this initiative and ask them to participate, particularly the International Labour Organization (ILO).

**Gender issues** are deep-rooted important subjects and therefore participants requested that the Charter include clear references on the promotion of gender equity. There was even talk of establishing a fourth working group focused solely on this issue. However, the final decision was to include gender issues into the activities of each working group. WG03 will coordinate these activities if and when necessary. The group valued highly that **the first global meeting of women banana workers** took place. This event will be held together with all upcoming WBF Conferences every two years to the extent possible.

As for **representativeness** in the Forum, some asked for more participation by government officials. Some even proposed that a country impose a levy of one cent per box of bananas exported, money that would go to the WBF. Some participants raised the **funding** issue again and requested the provision of enough resources so that the Secretariat can continue its work and provide more support to the WG's.

Participants were invited to **accelerate the overall work pace** in working group sessions to achieve concrete results within a reasonable timeframe. They were also expected to **review**

**activities and discussions** so that results can be obtained. A suggested area of study is the impact of large cuts in banana retail prices on sales in order to demystify the importance of aggressive campaigns on selling bananas at very low prices.

The venue for the next **Conference of the WBF** is still to be decided. Everyone agreed on the desire and need to rotate geographical locations.

Upon conclusion of the Second Conference of the World Banana Forum, Mr. Pascal Liu stressed once again the importance of **joint participation** of all stakeholders so that this platform continues providing the expected results. Mr. Liu gave a word of thanks to each of the groups present. In particular, he acknowledged the large presence of workers and their unions, the participation of banana producers and their associations, the support to the Conference of some of the banana companies, the importance of supermarkets in this joint process, the recent incorporation of consumer organizations into the Forum and, finally, he thanked the Government of Ecuador for its contributions and facilities for the Conference to take place.

## ANNEXES

### Annex 1. Agenda

#### **Second Conference of the World Banana Forum**

28-29 February 2012, Hotel Ramada, Guayaquil, Ecuador

#### AGENDA

##### Tuesday 28 February

- 8.30 Registration of participants
- 9.30 **Inaugural speech by His Excellency Mr. Santiago León, Minister for Coordination of Production and in charge of Agriculture**
- 9.45 **Welcome speech by the Food and Agriculture Organization of the United Nations**  
*by Mr. Alan González, FAO Representative in Ecuador*
- 10.00 **Address by the Steering Committee of the World Banana Forum (WBF)**  
*by a private company representative and a civil society organization representative*
- 10.30 Coffee break
- 10.40 **A sustainable future for the banana sector: *how the WBF supports the sector worldwide***
- 11.00 **Sustainable production and environmental performance: *a win-win challenge***
- 11.50 **Wages and basic food basket in the banana industry worldwide**
- 12.40 **Labour rights and other social issues**
- 13.20 **Outcomes of the Global Meeting of Women Banana Workers**
- 13.30 Lunch break
- 14.45 **Tackling present challenges: thematic roundtables**
- Sustainable production systems and environmental impact (RT1)
  - Distribution of value along the supply chain (RT2)
  - Labour rights and other social issues (RT3)
  - Other (RT4)
- 16.15 Coffee break
- 16.30 **Tackling present challenges: thematic roundtables (continuation)**
- 17.30 End of first day

## **Wednesday 29 February**

9.00 **Responding to challenges: the power of collective action**

9.45 **The future of the banana sector: thematic roundtables**

- Sustainable production systems and environmental impact (RT1)
- Distribution of value along the supply chain (RT2)
- Labour rights and other social issues (RT3)

11.45 Coffee Break

## **Presentations and discussion session**

12.00 ***The banana industry in Ecuador: world's leading exporter***

*Ing. Alfonso Roggiero, Asesor de la Coordinación Zonal, Ministry of Agriculture, Ecuador*

*Ab. Eduardo Ledesma, Executive Director, Association of Ecuadorian Banana Exporters*

12.40 ***New perspectives of study: life cycle assessment***

*Rémi Tessier and Pauline Feschet, Compagnie Fruitière*

13.00 Lunch break

14.00 **Colombia: history of a particular case**

*Omar Casarrubia, SINTRAINAGRO*

14.25 ***Trade and distribution trends***

*Magne Svartbekk, CSR Director, BAMA, Norway*

14.45 **Looking to the future: *the way forward for the WBF***

15.50 Coffee break

16.00 **Wrap-up session**

17.00 **End of meeting**

## Annex 2. Final list of participants

Participant	Organization	Role in organization	Country
Adela Torres Valoy	COLSIBA	N/A	Colombia
Aingeru Garcia	APPBOSA	General Manager	Perú
Alan González Figueroa	FAO	Representative	Ecuador
Alfonso Roggiero	MAGAP	Unidad Banano	Ecuador
Alistair Smith	Euroban	International Coordinator	France/UK
Ana Velasteguí	SIPOE	Investigadora	Ecuador
Andrea Sandgren	FENACLE	Intership	Sweden
Angel Aguilar	Asociación Nuevo Mundo	Vicepresidente	Ecuador
Angel Rivera	FENACLE		Ecuador
Anna Cooper	Banana Link	Education and Solidarity Officer	UK
Anne Heurtaux	Ministry of Agriculture	N/A	France
Barbora Mrazkova	OnEarth-Society for Fair Trade	National Coordinator of Make Fruit Fair Campaign	Czech Republic
Ben Huyghe	AgroFair Latin America	Program Manager	Panama
Bernardo Manzano	Agricola Clementina	Gerente	Ecuador
Bert Schouwenburg	EUROBAN/GMB	N/A	UK
Carlos Pons	PRONEBAN	Director LEQ	Ecuador
Carlos Vélez	MAGAP	Subsecretario Litoral Sur	Ecuador
Carmen Alexa Banegas	FENACLE	N/A	Ecuador
Carolina Valarezo	UROCAL	Secretaria Técnica	Ecuador
Charles de Wulf	APEB	N/A	Belgium
Daniel Pacheco	TESCO	Banana Technical Manager for the Americas	Costa Rica
Darcie Renn	Fairfood International	Research Manager	Netherlands
David Romero	UROCAL	N/A	Ecuador
Denis Loeillet	CIRAD	Market News Representative	France
Dennis Klink	Hertie School of Governance	Researcher	Germany
Dennis Zimmermann	INCAE	N/A	Germany
Diego Balarezo Camminati	Solidaridad	Division Manager	Perú
Digna Sellán Anastacio	Fundación Troja	Asistant	Ecuador
Edgar Monge-Nicolaas	TESCO	Ethical Trade Manager	Costa Rica
Eduardo Cisneros	ASOBAN	President	Perú
Eduardo Egas	Presidencia d ela República	Asesor	Ecuador
Eduardo Ledesma	AEBE	N/A	Ecuador
Edwin Ordóñez	Asociacion Nueva Mente	Presidente	Ecuador
Eliana Guarnoni	Altroconsumo / Euroconsumers (Italian member of CI)	N/A	Italy
Elizabeth Aburgi	GAWU	N/A	Ghana
Elvira Navarro	Asociación	Consejo Directivo	Perú
Emma Enlassn	FENACLE	Intership	Sweden
Eric Crisman	BONITA	N/A	Ecuador/USA
Fatima del Rosario Herrera Olea	SITAG	N/A	Perú
Felix Santos		Consultor	Ecuador

<b>Fernando García</b>	CropLife Ecuador	Executive Director	Ecuador
<b>Fernando Ramírez Muñoz</b>	Universidad Nacional Costa Rica / Pesticide Action Network UK	Pesticides Researcher	Costa Rica
<b>Francisco Solorzano</b>	Confederación Trabajadores Sector Público		Ecuador
<b>Freddy Montenegro</b>	SIPAE	Agroindustry researcher	Ecuador
<b>Genaro Aguilar</b>	UROCAL	N/A	Ecuador
<b>George Jaksch</b>	CHIQUITA	N/A	Belgium
<b>Gianluca Gondolini</b>	Rainforest Alliance	Projects Manager	Costa Rica
<b>Gloria Garcia</b>	COSIBAH	N/A	Honduras
<b>Guillermo Touma Gonzalez</b>	FENACLE	N/A	Ecuador
<b>Hana Ivanhoe</b>	Fairfood International	Advocacy Manager	USA
<b>Harold Leon Fersenth</b>	Bayer	Marketing and Stewardship	Ecuador
<b>Helge Fischer</b>	EUROBAN/Banafair	Project Coordinator	Nicaragua/Germany
<b>Iain Farquhar</b>	Bananalink	Policy Officer	UK
<b>Irene Sandoval</b>	Chiquita	Communications and CSR	USA
<b>Iris Munguia Figueroa</b>	COLSIBA	N/A	Honduras
<b>James Jensen</b>	Grupo Wong		Ecuador
<b>Jan Janson</b>	FENACLE	Internship	Sweden
<b>Javier Villacís</b>	DOLE	Director RRHH	Ecuador
<b>Jean Francois Crouzet</b>	Fructifruí	Director	France
<b>Jeroen Kroezen</b>	Solidaridad	Manager Sustainable Fruit Programme	Netherlands
<b>Joaquín Vásquez</b>	UROCAL	Presidente	Ecuador
<b>Jon Tugwell</b>	Fyffes	Environmental Manager	UK
<b>Jonny Enrique Cruz Obando</b>	Asociación de Productores Agrícolas Los Chirijos COPEMPBAL	N/A	Ecuador
<b>Jorge Acosta</b>	Coordinadora de Trabajadores Bananeros	President	Ecuador
<b>Jorge Alex Serrano</b>	Oro Banana S.A.	Commercial Manager	Ecuador
<b>Jorge Toapanta</b>	Asociación de Bananeros Orenses		Ecuador
<b>Jose Carrera Andrade</b>	OSLADE	N/A	Ecuador
<b>Jose Carrera Ormazá</b>	OSLADE	Advisor	Ecuador
<b>José Dulanto Bejarano</b>	Master Profesionales Asociados S.A.C.	General Manager-Quality Services	Perú
<b>Juan Carlos Escaleras</b>	CropLife Ecuador	Project and Technical Manager	Ecuador
<b>Juan Herrera Huanca</b>	SITAG	N/A	Perú
<b>Karomo Browne</b>	WINFA	Technical Officer	St. Vincent
<b>Katie Knaggs</b>	IPL	Grower Development Manager	UK
<b>Kelvin Atoche</b>	APROBOVCH	Responsable Técnico	Perú
<b>Koronado B. Apuzén</b>	FARMCOOP	N/A	Philippines
<b>Lady Cabrera</b>	OBSA	Supervisor de calidad	Ecuador
<b>Laura Alicia Flores Villalobos</b>	INCAE	N/A	Mexico
<b>Leandro Medrano Rincon</b>	INCAE	N/A	Colombia
<b>Lianne Zoeleway</b>	ASOGUABO	Gerente	Ecuador
<b>Lina Renel</b>	UGPBAN	N/A	France (Martinique)
<b>Luis D Araya</b>	IPLCR	N/A	Costa Rica

<b>Lupita Aguila Arteaga</b>	STITCH	Executive Director	USA
<b>Luud Clercx</b>	Fairtaste	Expert Business Development	The Netherlands
<b>Magne Svartbekk</b>	BAMA	Director CSR	Norway
<b>Manuel Rodríguez</b>	CHIQUITA	Sr. VP	USA
<b>Marcelo Ortega</b>	Ministerio Coordinador de Desarrollo Social		Ecuador
<b>Maria Gloria García</b>	COSIBA-Honduras	N/A	Honduras
<b>María Mercedes Gonzaga Gaibor</b>	Universidad Técnica de Machala/Fundación Progreso y Desarrollo PRODE	Professor	Ecuador
<b>Mariano Jiménez Zeledón</b>	CORBANA	N/A	Costa Rica
<b>Mario A. Mandalunes</b>	DARBCO/FARMCOOP	Chairman of the Board	Philippines
<b>Mario Juvenal Arias Castro</b>	AECA	Director	Ecuador
<b>Mario Padilla</b>	ALAMOS	Gerente	Ecuador
<b>Mark Sample</b>	Fyffes	Regional Manager	Costa Rica
<b>Martha Vera</b>	FENACLE	A.A.C.C	Ecuador
<b>Martin Cooke</b>	ETI Ethical Trading Initiative	Head of Membership Services	UK
<b>Matt Leeman</b>	IPL	Buyer	UK
<b>Mauricio Ferno</b>	CYA	Certificar	Ecuador
<b>MAXIMO SOLIS</b>	Unión de trabajadores bananeros Clementina	SECRETARIO	Ecuador
<b>Maya Albanese</b>	Rainforest Alliance	Sustainable Agriculture Manager	USA
<b>Miguel Macia</b>	INCAE	Expositor	México
<b>Milton de Chichan</b>	Asociación de Productores Agrícolas Los Chirijos COPEMPBAL	Secretary	Ecuador
<b>Mireya Rodriguez</b>	COSIBA/SITRAP	N/A	Costa Rica
<b>Miriam Neale</b>	TESCO	N/A	UK
<b>Mónica Becerra</b>	Ministerio Coordinador de desarrollo Social		Ecuador
<b>Monica Bueno</b>	UROCAL	N/A	Ecuador
<b>Narciso Arevalo</b>	UROCAL	N/A	Ecuador
<b>Noé Antonio Ramírez Portela</b>	SITRABI	N/A	Guatemala
<b>NOE NEIRO</b>	COLSIBA	SINDICATO	EL Salvador
<b>Nolan Quiros</b>	Chiquita	CSR Manager	Costa Rica
<b>Omar Casarrubias Barbas</b>	SINTRAINAGRO	N/A	Colombia
<b>Oscar Danilo Sierra Cilleros</b>	INCAE	N/A	Costa Rica
<b>Pamela Robinson</b>	University of Birmingham	Academic	UK
<b>Pascal Liu</b>	FAO	Economist	Italy
<b>Patricia Bresciani</b>	DOLE	N/A	Costa Rica
<b>Patricio Contreras</b>	American Center for International Labor Solidarity	Representative	Ecuador
<b>Pauline Feschet</b>	CIRAD	Researcher	France
<b>Pedro Ferrusola</b>	N/A	N/A	Ecuador
<b>Pedro Vásquez Mateo</b>	COPEMPBAL	Secretario Ejecutivo	Ecuador
<b>Philippe Fortuno</b>	Self	N/A	France

<b>Philippe Mavel</b>	OCAB	European Delegate	Cote de Ivoire
<b>Prospero Mendoza</b>	FENACLE		Ecuador
<b>Rafael Carrascal Vergara</b>	Fensuagro - Intersindical de la Agroindustria y la Alimentación en Colombia	Communications	Colombia
<b>Rafael Guerrero</b>	Grupo diálogo rural del RIMIST	National Coordinator	Ecuador
<b>Raúl Harari</b>	IFA	Executive Director	Ecuador
<b>Raul Villacres</b>	AEBE	N/A	Ecuador
<b>Rémi Tessier</b>	Compagnie Fruitière / Golden Exotics Ltd.	N/A	France
<b>René Fuentes</b>	COSIBA-Honduras	N/A	Honduras
<b>René Lira</b>	UGPBAN	Responsible Desarrollo	Francia
<b>Richard Sellán Bajaña</b>	Observatorio Sociolaboral y del Diálogo Social en el Ecuador	Executive Director	Ecuador
<b>Roberto Perez Salazar</b>	AUGURA	Legal Advisor	Colombia
<b>Roberto Ruíz</b>	FETRABACH	N/A	Nicaragua
<b>Roberto Vega</b>	DOLE	N/A	USA
<b>Rosalía Montesdeoca</b>	OSLADE	N/A	Ecuador
<b>Selfa Sandoval Carranza</b>	SITRABI	N/A	Guatemala
<b>Sergio E. Seminario</b>	Grupo Seminario	Meristhemes Provider	Ecuador
<b>Silvia Campos</b>	Fairtrade International	Global Banana Production Manager	Germany
<b>Stephanie Bella Joachim</b>	WINFA	N/A	Dominica
<b>Stephen Coats</b>	USLEAP	Executive Director	USA
<b>Sue Longley</b>	IUF	Global Agriculture Coordinator	switz
<b>Sylvain Cuperlier</b>	Dole Food Company	VP Worldwide Corp. Resp. and Sustainability	USA
<b>Teresa Vega</b>	Union de Bananeros		Ecuador
<b>Thierry Lescot</b>	CIRAD	Researcher	France
<b>Vanessa Gautier</b>	Peuples Solidaires	N/A	France
<b>Victor Lopez Saavedra</b>	FAO	Secretariat WBF	Italy
<b>Víctor Quezada</b>	COISIBA	Consultor	Costa Rica
<b>Wilbert Flinterman</b>	Fairtrade International	Senior Advisor, Workers Rights and Trade Union Relations	Germany
<b>William Valencia</b>	Corporación San Miguel del Brasil- COPEMBRAL	President	Ecuador
<b>Yony Yanzaguano</b>	UROCAL	N/A	Ecuador

### Annex 3. List of Conference documents

#### Document list

<b>Document title</b>	<b>Document code</b>
1. List of documents	WBF-F2-12-1e
2. Provisional agenda	WBF-F2-12-2e
3. Provisional list of participants	WBF-F2-12-3efs
4. WBF presentation note	WBF-F2-12-4e
5. Report of Working Group 01	WBF-F2-12-5e
6. Report of Working Group 02	WBF-F2-12-6e
7. Report of Working Group 03	WBF-F2-12-7e
8. Report of the Secretariat	WBF-F2-12-8e
9. WBF charter	WBF-F2-12-9e

*The documents are available in PDF format at the Forum's website  
<http://www.fao.org/wbf> or via e-mail [wbf@fao.org](mailto:wbf@fao.org)*

## Annex 4. Field Visits Report

### INTRODUCCIÓN

Field visits offer a unique opportunity to learn about different banana production systems, they allow you hold conversations with managers, leaders of associations and employees of large, medium and small banana companies. These visits are based on the methodologies generated by *learning journeys* (Peter Senge) and *study visits* (Agter), in which local actors have an opportunity to build trust relationships with participants from different countries and cultures.

### MAIN OBJECTIVE

Gain direct exposure to the internal situation among banana companies and their stakeholders to prepare participants for the Second Conference of the World Banana Forum.

### SPECIFIC OBJECTIVES

1. Create an atmosphere of trust among participants through field visits to encourage greater participation in the Second Conference of the WBF.
2. Learn about production systems, banana trade and distribution methods, and hiring mechanisms.
3. Generate knowledge on banana production systems to encourage a more successful Conference.

### WORK STRATEGY

The methodology of these visits is inspired on Peter Senge's *Learning Journey*. Participants leave their usual surroundings and are exposed to a different reality in order to generate new knowledge to encourage positive change within their organizations and/or institutions from the experience.

In this strategy a multi-stakeholder work approach is essential for the development of dialogue with both the banana companies (production and trade) and employees and their respective organizations.

The dialogue between participants is essential as it helps different perspectives, ways of thinking and cultures come to surface. It creates at the same time, an atmosphere of trust and supports the generation of new knowledge based on personal perception and sensitivity.

After the enriching experience visiting plantations, speaking with different stakeholders, holding conversations with representatives from AEBE, participants are given the opportunity to share their perceptions of the visit (through a group work drawing activity).

## AGENDA

23.02.2012	ACTIVITY	PERSON IN CHARGE	DETAILS
8.30 pm	Meeting with participants at Hotel Ramada in preparation for field visits. Discussion of activities and objectives.	Marcela cruz and Fernando Rosero	
<b>24.02.2012</b>			
6.30 am	Breakfast		
7.00 am	Bus leaves Hotel Ramada	Marcela Cruz	Transportation in charge of Vansertrans
9.00 am	Arrival of group to Oro banana plantation  Aususa Plantation 2  Brief presentation of the company and local visits	Carlos Torres	Harvest management and production, collection of bananas
12h30	Breakfast at Guabo	Pecos Restaurant	
13h30	Exchange platform for discussion	María Sol Rosero	
14h00	Return to Guayaquil		
16h00	Visit to AEBE plantation in a small city, Kennedy.  Presentation theme : sustainable trade	Raúl Villacrés	Management  Volume activity, production and trade
18h00	Return to Hotel Ramada	Marcela Cruz	
19h00	Dinner		
20h00 –	Exchange platform for discussion	María Sol and Fernando	

21h30		Rosero	
-------	--	--------	--

<b>25.02.2012</b>	<b>ACTIVITY</b>	<b>PERSON IN CHARGE</b>	<b>DETAILS</b>
6.30 am	Breakfast		
7.00 am	Participants leave Hotel Ramada	Marcela Cruz	
9.00 am	Arrival to Megabanana plantation  Brief company presentation and visit of the premises	Andrés Egas, Marcela Cruz	Management, production and transformation
1.00 pm	Breakfast	Javier Villacís	In Megabanana plantation
2.00 pm	Discussion with company representatives and unions	Darwin Matute	Organized by Fenacle in Babahoyo
3.00 pm	Visit to small <i>finca</i> to be confirmed	Javier Villacís	
4.00 pm	Return to Guayaquil		
7.00 pm	Dinner		
8.00 - 9.00 pm	Exchange platform for discussion	María Sol and Fernando Rosero	

<b>23.02.2012</b>	<b>ACTIVITY</b>	<b>PERSON IN CHARGE</b>	<b>DETAIL</b>
8.30 pm	Meeting at Hotel Ramada in preparation for visits. Discussion of activities and objectives	Marcela cruz and Fernando Rosero	
<b>24.02.2012</b>			
6.00 am	Breakfast		
7.00 am	Participants leave Hotel Ramada	Marcela Cruz	Transportation company in charge, Vansertrans

9.00 am	Group arrival to Oro Banana plantation Aususa Plantation Brief company presentation and visit of premises	Carlos Torres	Harvest management, production and collection
12.30 pm	Lunch at Guabo	Pecos Restaurant	
1.30 pm	Discussion exchange platform	María Sol Rosero	
2.00 pm	Return to Guayaquil		
4.00 pm	Visit to AEBE plantation in Kennedy village. Presentation theme: fairtrade	Raúl Villacrés	Management of activity, volume, production and trade
6.00 pm	Return to Hotel Ramada	Marcela Cruz	
7.00 pm	Dinner		
8.00 -9.30 pm	Discussion exchange platform	María Sol and Fernando Rosero	

<b>25.02.2012</b>	<b>ACTIVITY</b>	<b>PERSON IN CHARGE</b>	<b>DETAIL</b>
6.30 am	Breakfast		
7.00 am	Participants leave Hotel Ramada	Marcela Cruz	
9.00 am	Arrival to Megabanana plantation Brief presentation on company and visit of premises	Andrés Egas, Marcela Cruz	Management, production and transformation
1.00 pm	Lunch	Javier Villacís	At Megabanana
2.00 pm	Discussion with company representatives and unions	Darwin Matute	Organized by Fenacle at Babahoyo
3.00 pm	Small <i>finca</i> visit to be confirmed	Javier Villacís	

4.00 pm	Return to Guayaquil		
7.00 pm	Dinner		
8.00 - 9.00 pm	Discussion exchange platform	María Sol and Fernando Rosero	

## RESULTS

- Field visits allowed participants to learn about the situation of two banana companies that have different characteristics. On the one hand, participants visited to a small plantation called Orobanana and the other group visited a large plantation owned by Dole. Both visits allowed participants to observe the different characteristics of plantations in the banana industry: infrastructure, working conditions, production chain, operation of each station in the chain of production, etc...
- Participants were given the option of choosing one visit or both. Most participants participated the two days of visits creating an environment of trust at the end of the experience.
- Participants had the opportunity to share their experience as a group the night after the visits. They exchanged perceptions on the experience by painting and writing poems. This allowed them to engage in discussions reflecting on the overall situation of the banana market emphasizing on Ecuador's reality.



*Thanks to all the participants for their inputs which contributed to the success of the Conference!*

**Report prepared by:**

Secretariat of the World Banana Forum (with support of CAFOLIS)  
FAO – Food and Agriculture Organization of the United Nations | Trade and Markets Division  
phone: +39 06570 53200 | fax: +39 06570 54495  
web: [www.fao.org/wbf](http://www.fao.org/wbf) | e-mail: [wbf@fao.org](mailto:wbf@fao.org) | twitter: [@FAOwbf](https://twitter.com/FAOwbf)